



Monitor by an editor who is **not**

the editor of the Digital Division Newsletter.... but by Peter S. Manchester...Chair of the Division.

Why ?.... because the past editor of the 4 editions in 2011 has resigned from the position a week ago. The Division thanks Pia Jessen AFIAP, LAPS for the skill, creative inspiration and time she put into producing the editions. I am sure the membership of the Division appreciated her efforts and wishes her well for the future.

*The “buck stops at the top again”... so I (as Chair)am asking if any Digital members will be willing to take on this **esteem** position as editor of Monitor with the next issue due for March 2012. **This issue.. by me, will be a “one – off’ Issue.** My commitments as chair will not allow me to take on any more roles. With nearly 900 members belonging to the Digital Division, **I am sure that there is a person** with the interest of the Division at heart, to take on this role as editor, in order to enhance the work done by the Councillors and other volunteers.*

What does it involve as editor...?

- **To enjoy the art of photography and to be an active photographer taking photographs**

- *Have access to a computer with the ability to use a word document (no preference for Mac or PC)*
- *To understand how to download images, clip art from membership and web sites.*
- *Request and receive articles from membership via various means of communication.. emails.. even Facebook!*
- *Understand the formats of images ... (1024 X 768 @ 72dpi, RGB) and how to size for documents.*
- *To produce a monitor ... every 2 months ... of about 10 to 15 pages. Then communicate with the APS Secretary who will upload the Monitor to the APS website and inform members by email.*
- *And you will be the “voice” of the Digital Division and will have the backing of all the 11 councillors and Management Committee. Last year the Monitor had an average of 1300 hits over the 4 editions.*

Please consider this request seriously if you feel you have the time available to contribute to the Digital Division and APS, by contacting me at milingandi@vision.net.au Remember that this will be a once only issue from me. Thank you.



For the remainder of the JANUARY issue, I put forward some thoughts and suggestions about what we as digital photographers do.

A. Management of the Division.

- *There are 11 councillors and 3 ex-officio councillors who do many tasks and roles. The group is like a sub – management committee of APS. The committee now has the role of making decisions that affect the running of the Division.. such as finances, social activities , images for publication, purchase of IT equipment where necessary, organisation of members competitions, APS National, Aust. Digital Photography Awards, Digital Awards, International Competitions, the making of audio visuals, the Digital Division up load systems to name a few. Communication is by emails and phone conversations. SVP Paul Bennie is the liaison councillor between the Digital Division and the APS Management Committee.*
- *The main source of information for members is the APS Web site. Most information is on the site under the Digital Division section. Forms and uploading can also be gained from this site. We encourage all DD members to go to this site before requesting information directly to councillors.*
- *The Digital Web Folios are an important part of the Divisions activities. Administered by Jenni Horsnell on behalf of the Division ... there are 6 categories.. OPEN, Photo Art, Monochrome, Youth, Set Subject – Landscape and Portrait, and **Thinking Beyond the Box** administered by Phillipa Frederiksen (the DD Secretary). There are 10 categories/ folios in the OPEN Section ... one has a weekly round and one wo17 is a group of 15 members calling themselves **Terra Australis** which exhibit their imagery, once a month and on the International circuit. All folios are changed every month.*
- *The Digital Division believes that photographic competition is an important aspect as one’s own development as a photographer. Not only to gain acceptances for APS Honours, but to compare your imagery with others that have entered. The Digital Division has introduced again the member’s competition ... 4 times a year. Councillor Robert Dettman in conjunction with councillor Dennis Nolan administers the competitions using the Digital Division up load system. The up load system is a new personalised system programmed and set up by*

Councillor Dennis Nolan for the competitions of the Digital Division. Apart from a few minor unanticipated “bugs”, the system is working very well. Secretary Stella Fava has also advised and helped in the set up. The system now being used for the Australian Digital Photography Awards and the APS Digital National. Because these 2 competitions are accredited and approved by APS .. Councillor Ron Jackson, because he is on the Exhibition Sub Committee of APS ... administers the 2 competitions.

There is a lot of activities for members to exhibit their imagery either in competitions, critiqued imagery or showing work either in the APS magazine IMAGE, Monitor, Australian Photography Magazine, and Digital Photography +Design.

- *If you would wish to be considered for the Digital Photography + Design magazine .. contact councillor Charles McKean on email charles@charlesmckean.com and he will give you the details of how to submit. If you wish your images to be consider for the Digital Division Gallery in Image .. contact Kai Wing Yiu on email kwingyiu@gmail.com both members are waiting for you to contact them.*

B. LIGHTROOM DEVELOP WORKFLOW



Now and again, I get asked whether I use Adobe Photoshop or Lightroom as my software for the “tweaking “of my images. Initially I was “brought up” on Photoshop but in the last year word has been out “in the traps”

that Lightroom may be a lot easier ... especially for cataloguing imagery. After looking at both ... I now use both... when appropriate. But I do find that a work flow for the use of Lightroom should be encouraged. Below is my workflow...

- 1. Click Default Settings and Auto Settings*
- 2. Crop and Straighten*
- 3. White Balance*
- 4. Tone Adjustment*
 - a. Exposure*
 - b. Blacks*
 - c. Brightness*
 - d. Contrast*
 - e. Clarity*
 - f. Tone curve*
- 5. Colour adjustment*
 - a. Vibrance and saturation*
 - b. Selective colour adjustments*
- 6. Detail*
 - a. Noise Reduction*
 - b. Sharpening*
- 7. Lens Correction*
 - a. Distortion Corrections*
 - b. Chromatic Aberration and Fringing*
- 8. Local adjustments*

- a. Graduated filter
- b. Adjustment brush

9. Spot Removal

I find that the majority of digital images will benefit from applying all or most of these standard adjustments found in Lightroom.

C. Clean up your act Online.



2012 is a New Year and besides making personal New Year resolutions, wouldn't it be appropriate to add to your resolutions and "service" your computer. Most of us do it with our car, our bodies...why not the "engine" that so faithfully looks after our "precious" images? It sometimes takes a bad handover to teach us to drink less. Similarly, it often takes a major tech disaster for us to realise the need to back up our computer/s.

The following suggestions are made ... in your interest of being a responsible digital photographer.

- 1. Have a backup plan.....***Back up your data on your choice (or a combination) of USB sticks, external hard drives, network storage systems and on-line storage devices. Make doubles of your backups and keep them in different locations (at home and at your friends place). You can also automate your on-line back-ups to refresh themselves at regular intervals.*

- 2. Get Up to Date.....***If you use Windows, regularly run a Windows update (located on your Start menu). You can also set it to update automatically by adjusting your maintenance settings.*
- 3. Sync your gadgets.....***Are you using more machines, interfaces, and gadgets than you need? Consider downsizing your tech collection by assimilating your interfaces for simplicity sake. You can also explore options of Google Chrome and other Cloud services to keep lines of communication open between your interfaces.*
- 4. Simplify your usage.....***Are you paying for several mobile broadband services when you could just share one, or do you have separate home internet and mobile accounts? It might be cheaper to take stock of what you're paying for, what you're using and what you need. Talk with your service provider about a simpler and cheaper way to manage multiple accounts for phone, internet and mobile internet. I recently had discussions with my provider EFTel and ... guess what ... I have a faster internet speed and at a cheaper price !*
- 5. Exercise etiquette.....***If you can't say something nice, say it considerately and with some respect. But feel free to ignore, delete, untag, deny, block and report as you see fit. Don't be a slave to the internet – set your own terms and get around to it when you choose to and how you choose to. It's your online life, so craft it how you will.*
- 6. Dump your cache.....***Dumping your internet browser's cache – history, cookies, and other site data – can make a huge difference in the amount of space your computer uses and how fast your machine runs. Empty the cache once a month to keep your machine running smoothly.*

- 7. Have a password audit.....***Change the passwords for your bank accounts, email accounts and computer and use different, strong passwords for each. If they're hard to keep track of, use a secure password management app such as Keeper, eWallet or Password Pro.*
- 8. Sort your Docs.....***Create files on your C Drive with folders organised by year. Then you can easily move your old files to external storage or zip them to compress the space they take up.*
- 9. Update your profile pic.....***As it is a new year, so choose a recent photo or take a new one and use it consistently across key social media sites. It's a quick and effective way to refresh your online persona.*



D. My thoughts on how I keep up to date on trends in photographic competitions... National and Internationals.

I often get communications from members of the Division asking about national and international competitions.... How they can be entered, what it involves etc. (see my article in the Sept/Oct 2011 Image)... but lately about what type/style of images get selected !!! This is such a loaded question.. because it is very subjective.... And really depends on the likes and dislikes of the judges... one cannot

*predict what or how a judge will rate an image. Even after years of being involved in the competition scene.. I still do not know predictable formulae.... It is not unlike gambling. But after a while one can narrow the acceptable criteria down to what could? likely be accepted. Yes.... Old aged seniors from third world countries... their primitive lifestyles.... do well; emotional and simplistic landscapes;....children at play from other lands... **Seriously.. one cannot use words to describe accepted imagery.** I find that the accepted images vary from country to country. Because of the style of imagery, I like and wish to enter.. is the European, English, German, Russian and South East Asian countries. I do not enter in salons from the USA.*

The following process, I use in order to obtain an understanding of the “style and creativity” of the accepted images. You may like to start off following my suggestions.

- *Go to the FIAP website www.entryforms-fiap.net/ and you will see all the accredited / approved salons by FIAP. By clicking on these sites .. you will go immediately to their websites. Some of the sites give past images that have been awarded... often as slide shows. It is a good way to see what has been succeeded before one enters that competition. I always do this.*
- *The first competition entered is always “nerve racking” and you wonder if you have done the right thing... or whether it is up to standard. But the great part of entering ... online.. is the best .. is that you will receive either a catalogue or a DVD (or both in case of Malta last year.) Despite various standards of catalogues (5 stars to 1 star), this is where you can view the images ... of the competition. Some DVD’s will have ALL the approved images of the salon (6th Malta International and Arctic Exhibition 2011.) Some countries, I do not enter because they have no*

images to see... only statistics. Some catalogues are “awash” with images and are excellent coffee table books as well.

- *Some countries keep your name and address and pass it onto other International Salons. As the year progresses, you will find you will receive in your mail box .. many invitations to exhibit overseas. After a while some feel you are a privileged person and regard you as an honour to enter their competition.*

My best advice to new comers who wish to enter Nationals and Internationals ... is enter.. online. Suggest aim for one a month (min.). After a year you will begin to have a feel of what International competition is all about.... Try it.



E. Mistakes made on the Road to Innovation....*As many of the Digital Division members .. their staple diet involved the association with Kodak.... If you go to www.businessweek.com/magazine/content/06_48/b4011421.htm Bloomberg BusinessWeek gives an interesting discussion on the rise and fall and hopefully the “new” rise of Kodak led by CEO Antonio M. Perez. It will give a good indication of the struggles of the digital industry.*

I hope that this Monitor has revived your interest and understanding of what the Digital Division



councillors and ex-officio members are doing. We are not lying down on the job, but having a genuine attempt to provide information to you as members.



We do have a vision for the futureunpredictable as it is.....

If you would like to contribute to the new age of the digital Division membership, I would like to hear from you...

Again please contact me at milingandi@vision.net.au

Peter S. Manchester AFIAP, AAPS, Hon FAPS

Chair of the DIGITAL DIVISION of APS